



CARLOS J. GUERRA

Monroe, North Carolina • 704-425-7014 • CJGuerra77@gmail.com

LinkedIn: <https://www.linkedin.com/in/carlos-j-guerra-e-learning-development/>

Online Portfolio: <https://lingualearning.site>

SUMMARY

Instructional Designer/Developer with 7+ years of experience designing and developing engaging technical learning solutions for IT and field-service audiences. Skilled in creating instructor-led, virtual, blended, and self-paced eLearning experiences using Articulate Storyline 360 and Rise 360. Strong background applying ADDIE, adult learning theory, needs analysis, and measurable learning objectives to improve learner performance and knowledge retention. Experienced collaborating with SMEs, engineering teams, and stakeholders to translate complex technical concepts into clear, outcomes-based training solutions. Proven ability to rapidly learn new technologies, optimize LMS processes, and develop accessible, mobile-friendly training assets aligned with organizational KPIs.

CORE COMPETENCIES

- Instructional Design, Learning Experience Design, Technical Training Development
- eLearning Development (Storyline 360, Rise 360)
- Instructor-Led and Virtual Instructor-Led Training Development
- Learning Needs Analysis
- ADDIE | Adult Learning Theory | Backward Design
- LMS Administration and SCORM Compliance
- Agile Methodologies (Scrum & Kanban)
- SME Collaboration and Stakeholder Management
- Development and Creation of Job Aids, Quick Reference Guides and Facilitator Guides
- Mobile Learning, LMS Automation, AI, Technical Systems and Emerging Technologies
- JavaScript Integration and Multimedia Development

PROFESSIONAL EXPERIENCE

Bookkeeping services and Consultation

Contractor | February 2025 - Current

- Assisted small businesses in establishing accurate bookkeeping systems that improved tax-time readiness, ensured proper expense tracking, and eliminated co-mingling of personal and business funds.

Instructional Designer/Developer

ASSA ABLOY | April 2021 – February 2025

- Designed and developed interactive, SCORM-compliant eLearning courses using Articulate Storyline 360 and Rise 360 for technical field-service audiences across North America.
- Created learning assets including eLearning modules, facilitator materials, learner resources, assessments, demonstrations, and performance support tools.
- Developed mobile-optimized learning solutions with JavaScript LMS integrations and AI-supported voiceovers to improve engagement and accessibility.
- Collaborated with SMEs, operational leaders, and stakeholders to transform complex technical concepts into instructionally sound, outcomes-based training.
- Conducted learning needs analyses and aligned learning objectives with operational KPIs and workforce performance goals.
- Managed review cycles, content revisions, approvals, and version control processes for enterprise training initiatives.
- Improved accessibility and learner experience by converting legacy training content into responsive, inclusive learning experiences.
- Contributed to improved technician onboarding, workforce productivity, customer satisfaction, and sales performance through optimized training strategies.



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PROFESSIONAL EXPERIENCE CONTINUED

INSTRUCTIONAL DESIGNER/DEVELOPER (CONTRACT)

Duke Energy | September 2019 – March 2021

- Designed and developed interactive, SCORM-compliant eLearning courses using Articulate Storyline 360 and Rise 360 for technical field-service audiences across North America.
- Created learning assets including eLearning modules, facilitator materials, learner resources, assessments, demonstrations, and performance support tools.
- Developed mobile-optimized learning solutions with JavaScript LMS integrations and AI-supported voiceovers to improve engagement and accessibility.
- Collaborated with SMEs, operational leaders, and stakeholders to transform complex technical concepts into instructionally sound, outcomes-based training.
- Conducted learning needs analyses and aligned learning objectives with operational KPIs and workforce performance goals.
- Managed review cycles, content revisions, approvals, and version control processes for enterprise training initiatives.
- Improved accessibility and learner experience by converting legacy training content into responsive, inclusive learning experiences.
- Contributed to improved technician onboarding, workforce productivity, customer satisfaction, and sales performance through optimized training strategies.

EDUCATION

A.S. Web Design & Interactive Media
The Art Institute

Computer Science Studies
Thomas Edison State University

TECHNICAL SKILLS

- Articulate Storyline 360
- Articulate Rise 360
- LMS Administration
- SCORM/xAPI Fundamentals
- JavaScript Integration
- AI-Assisted Learning Development
- Microsoft Office Suite
- Multimedia Development
- Mobile Learning Design
- Accessibility & Inclusive Design

ADDITIONAL QUALIFICATIONS

- 7+ years of experience designing and developing technical training solutions in corporate environments.
- Strong experience collaborating with technical SMEs, stakeholders, and cross-functional teams.
- Proven ability to simplify complex technical subject matter while maintaining instructional accuracy.
- Familiarity with Agile workflows, Scrum collaboration, and iterative content development practices.
- Experience supporting technical audiences through blended learning, eLearning, and performance support solutions.